

HASTINGS CONTEMPORARY

Communications and Marketing Manager

Hastings Contemporary (HC) is an independent gallery for Hastings and the South East, which exhibits locally relevant and nationally significant contemporary and 20th Century art. Housed at the historic fishing beach in Hastings in an award-winning building, the gallery strives to build strong local, national and international relationships to further the high-quality programme it offers to an increasingly diverse audience group. Hastings Contemporary operated as the Jerwood Gallery from 2012-2019, when it housed the Jerwood Collection.

Purpose of Role

The Communications and Marketing Manager directs and delivers the press and marketing strategy, building our newly launched brand, shaping our reputation, contributing to our Director's strategic vision, while gaining the best possible media coverage in the South East and the UK.

Reporting to the Director, the Communications and Marketing Manager manages the HC communications and related PR agencies to strengthen HC's influence, support wider development, entrepreneurial and marketing objectives, while increasing our engagement locally, nationally and internationally.

Your creative approach, passion and flair for communications will help diversify our audiences through new and traditional platforms to build on our established c. 50,000 + visitors. This key role influences, supports and raises awareness of the gallery's profile, programme, learning and participation events and other activities, continue to evolve relationships with media, at times, working with third party agencies.

Communications responsibilities

- Evolve and manage an effective communications, marketing and PR strategy to strengthen the local and national profile of the gallery
- Write content for press releases in conjunction with the gallery's curator
- Support the Director in media relations; reviewing key messaging, briefings, drafting copy and speaking notes
- Develop and manage PR initiatives and events that further raise the profile of the gallery locally, nationally and internationally
- Act as gallery advocate at focused events, e.g press events, private views at HC, broader networking events, etc.
- Develop a strategy for maximising media opportunities. At agreed times, work to get the most from mandated external agencies
- Build and maintain relationships with key media contacts and develop a growing media distribution list of contacts

Marketing and Advertising

- Oversee all HC marketing and advertising content, ensuring it is accurately represented in all communications and makes best use of HC resources to promote the gallery and programme
- Develop a marketing strategy that makes best use of available budgets to promote the gallery, exhibitions, learning and events, development and membership and other areas as required
- Develop and reach our core audience through designed digital and print

- Provide advice and support on communications and marketing to the rest of the organisation, including the provision of training, key messages, templates and written guidance
- Plan and implement marketing, communications and advertising campaigns to reach target audiences and reach out to additional supporters, including through social media
- Evaluate and respond to marketing performance and visitor trends
- Responsible for managing budgets including allocation, tracking, invoice processing and monitoring
- Attend senior management meetings as required and produce reports for trustees as required
- Manage external relationships for design, printers and web designers
- Oversee design and manage the brand, website and other advertisement's and editorial
- Identify strategic distribution of printed materials locally and nationally to drive visitor footfall and new audiences
- Commission film makers for promotions of the gallery and exhibitions

Audience and Development

- Create new strategies in line with the gallery's audience development plans, helping to reach new audiences and develop deeper relationships with existing audience, potential members, etc.
- Generate audience surveys and means of acquiring information that supports the audience development plans
- Assist the director/peers in cultivating the Patrons scheme and related events
- Contribute to the development of content for business plans and Arts Council England documents

Digital, Social Media and Website

- Implement &/or commission social media campaigns and reporting
- Devise and implement social media strategy to reflect the wider business objectives for audience development, targeting and measurement
- Manage digital advertising, providing content and review targets
- Management of day to day photography of events and uploading of content to online platforms and website
- Manage all aspects of website, uploading content and work with freelancers where needed to further develop the website
- Experience of using online scheduling tools such as (Hootsuite)
- Experience using, Google Analytics, WordPress and Adobe InDesign

Other:

- Work private views and liaise with external photographer for event and artwork photography
- Attend area meetings and work outside normal office hours when required to support events and activities
- Any other duties as necessary

Essential skills and experience

- Excellent verbal and written skills
- Experience of planning, developing and implementing communications/audience development strategies

- Established relationships with journalists, particularly those in the visual arts.
- Previous experience in proofreading, editing and creating content for a range of audiences for digital and print
- Project management and budget experience
- Experience of working with donors and supporting fundraising campaigns
- The ability to work flexibly and under pressure, as part of a small team
- 3 years' experience in a similar role

Benefits:

Pension scheme

33 days holiday (including bank holidays)

Employee Assistance Programme

Location on Historic Fishing beach in Hastings

Discounts in the shop and café

Full time permanent role (40 hours including breaks)

Responsible to: Director

Salary: £28-30k

To apply:

Please send a cover letter and CV detailing your relevant experience, skills, and knowledge you possess which make you suitable for this post. You will need to demonstrate that you meet the requirements outlined in the job specification. Please also include two references, one from your current employer.

Please send this information and a separate email with the Equal Opportunities form to:

kim@hastingscontemporary.org or Hastings Contemporary, Kim Kish, Rock a Nore Road, Hastings, TN34 3DW

Deadline: 29 September at 5pm

First interviews will take place on the 8th October

We are unable to provide feedback on applicants that are not invited to interview. Applications will be kept on file for 3 months in compliance with our Data Protection regulations for recruitment.

Hastings Contemporary is an Equal Opportunities Employer